



**UCAM**  
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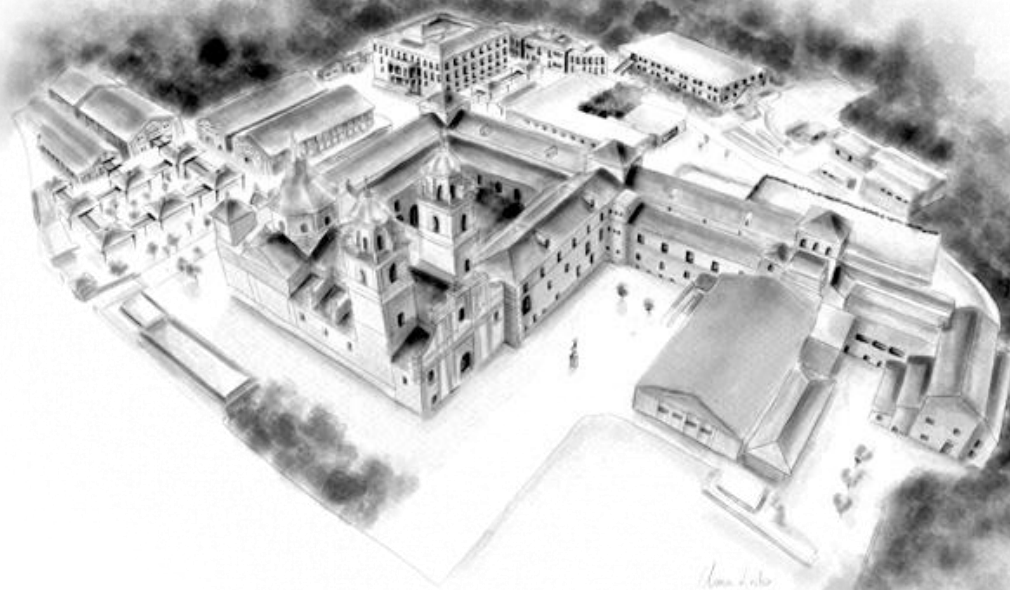
*20 años*  
*de educación,*  
*amor y servicio*

# Teaching Guide 2017/2018

*Internship*

Master's in Innovation and Tourism Marketing

On campus method



## Index

|   |                                      |
|---|--------------------------------------|
| <b>Internship .....</b>   | <b>¡Error! Marcador no definido.</b> |
| <b>Brief subject description.....</b>                           | <b>4</b>                             |
| <b>Previous requirements.....</b>                               | <b>4</b>                             |
| <b>Objectives of the subject .....</b>                          | <b>4</b>                             |
| <b>Competences and learning results.....</b>                    | <b>4</b>                             |
| <b>Methodology .....</b>  | <b>6</b>                             |
| <b>Syllabus.....</b>  | <b>6</b>                             |
| <b>Relation to other disciplines of the study program .....</b> | <b>6</b>                             |
| <b>Assessment system .....</b>                                  | <b>6</b>                             |
| <b>Bibliography and reference sources.....</b>                  | <b>7</b>                             |
| <b>Webs related .....</b>                                       | <b>7</b>                             |
| <b>Study recommendations.....</b>                               | <b>7</b>                             |
| <b>Instructional materials .....</b>                            | <b>7</b>                             |

Internship

## Internship

Module: Practical Development

Subject: Internship.

Mode: Optional.

Number of academic credits: 6 ECTS.

Time unit: 2<sup>nd</sup> Term.

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Module Coordinator: Ginesa Martínez del Vas/Pilar Barra Hernández

## Brief subject description

Internship as part of the Curricular activities is aimed to complement students multidisciplinary training through the practical application of knowledge and skills acquired during the Master and of course, to facilitate their entry into the labor market.

These work experience whether would be in private or public organizations will allow the student to acquire a direct view of the business world through a direct contact with professionals who are an important part of the environment to which they will develop their career.

## Previous requirements

In order to maximize learning outcomes of this subject, students should have prior knowledge of marketing and tourism, although, it is understood that the student has been acquiring these basic skills throughout this course.

## Objectives of the subject

1. That students can apply in a real tourist company knowledge acquired throughout their curriculum.
2. Students is impregnated with the reality of tourism enterprises.

## Competences and leaning results

### Basic Competences

**MECES 1:** The student must apply the knowledge acquired and be able to solve the problems arising in new or not known environments or circumstances within widen or multidisciplinary contexts linked to their study field.

## Internship

**MECES 2:** The student must be able to integrate knowledge and face the complexity of issuing judgments from given information, that could either be complex or limited and may also include reflection making on social and ethical responsibilities linked to their knowledge and judgments implementation.

**MECES 3:** The student can communicate his/her conclusions (and the knowledge and ultimate reasons supporting them) clearly and to both a specialized or non-specialized public without a risk of ambiguity.

**MECES 4:** To provide the students with the learning skills that allow them go on studying on their own.

**MECES 5:** To enable the student to acquire and understand knowledge that provides them with a basis and /or opportunity to be original in the development and /or implementation of ideas, often in research areas.

### General Competences

**G1:** To know how to implement the acquired knowledge and have the resolution capacity of those problems related to innovation and marketing within the touristic field.

**G2:** To be able to draw up reflections about the ethical and social possibilities that take part in within the touristic field by integrating knowledge and information.

**G3:** To acquire abilities by means of the teaching-learning process that allows them to go on with self-training within to innovation and marketing.

**G4:** To acquire and consolidate the initiative and the entrepreneurial spirit to start projects related to innovation and marketing within the touristic field.

### Specific Competences

**CEM3:** To know the current project analysis methods in order to be able to identify the success possibilities for their launching.

**CEM4:** To know innovation culture in the touristic organization and business.

**CEM5:** To know how to create the necessary business framework to favor the development of the business innovation culture.

**CEM6:** To know how to apply different advanced techniques in high strategic and operative management, focused on the design of touristic products or “microproducts” (gastronomic, patrimonial, cultural, etc.) based on innovation and competitiveness.

**CEM7:** To be able to identify and manage key processes and carry out the continuous process improvement.

**CEM18:** To understand and have a good command of marketing strategies based on innovation in the touristic field.

Internship

## Methodology

| Methodology           | Hours      | Hours of face to face work | Hours of non face to face work |
|-----------------------|------------|----------------------------|--------------------------------|
| Supervision           | 7,5        | 7,5 hours<br>(5 %)         |                                |
| Internship in company | 135,38     |                            | 142,5 hours                    |
| Internship Report     | 7,12       |                            | (95 %)                         |
| <b>TOTAL</b>          | <b>150</b> | <b>7,5</b>                 | <b>142,5</b>                   |

## Syllabus

A syllabus for internship is not available due to the course features.

## Relation to other disciplines of the study program

External Practices is closely related to all subjects of the master

## Assessment system

February/June Call:

The evaluation of the student will be conducted by its supervisor assigned by the tourism department tutors based on the report submitted by the student and the written and oral reports from both tutors, internal and external.

Assessment system will be as follows:

Participation in tutorials with the tutor assigned by the university: 20%

Development of practices in the company allocated 60%

Development of a report on the practices made: 20%

Internship

## **Bibliography and reference sources**

### **Basic bibliography**

A bibliography for internships is not available due to the course features.

### **Webs related**

Webs related to internships is not available due to the course features.

### **Study recommendations**

No need.

### **Instructional materials**

It will be uploaded to Virtual Campus